

## FACTORS INFLUENCING PURCHASE

	<b>Greatly Increase (+5, +4)</b>	<b>Somewhat Increase (+3, +2, +1)</b>	<b>Somewhat Decrease (-3, -2, -1)</b>	<b>Greatly Decrease (-5, -4)</b>	<b>Don't Know</b>	<b>Total</b>	<b>Mean</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	
Contains whole grains	37	44	7	2	10	100	2.7
High fiber	30	46	10	5	9	100	2.2
Cholesterol-free	30	41	12	6	11	100	2.0
Formulated to help maintain healthy cholesterol levels	29	44	11	5	11	100	2.0
Reduced saturated fat	28	47	11	5	9	100	2.0
Fat-free	25	41	13	12	9	100	1.2
Contains no saturated fat	24	49	11	4	12	100	1.9
Half the fat	19	50	14	7	10	100	1.5
Reduced fat	19	50	14	8	9	100	1.3
Contains all vegetable oil	16	55	13	4	12	100	1.5
Contains mono- unsaturated oils	8	42	16	7	27	100	.6
Contains Olestra or Olean	6	30	20	19	25	100	-.6
Contains trans-fatty acids	5	25	21	14	35	100	-.6

*Asked on split form.*

**The Question:** *Using this scale of +5 to -5, where +5 represents something that would greatly increase your interest in purchase and -5 represents something that would greatly decrease your interest in purchase, how would you rate the following terms and descriptions that might be found on food and beverage labels? (Q.4)*

## COMPOSITION OF THE SAMPLE

	<u>Percent</u>
<b>Total Sample</b>	<b>100</b>
<b><u>Sex</u></b>	
Male	49
Female	<u>51</u>
	100
<b><u>Age</u></b>	
18 - 34 years	34
35 - 49 years	31
50 - 64 years	17
65 years or older	16
Undesignated	<u>2</u>
	100
<b><u>Annual Household Income</u></b>	
\$50,000 or more	33
\$30,000 - \$49,999	26
\$15,000 - \$29,999	22
Less than \$15,000	10
Undesignated/refused	<u>9</u>
	100
<b><u>Education</u></b>	
College educated	47
High school graduate	35
Less education	17
Undesignated	<u>1</u>
	100
<b><u>Race/Ethnicity</u></b>	
White	80
Non-white	<u>20</u>
	100

		<u>Percent</u>
<b><u>Region</u></b>		
East:	Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia, District of Columbia.	23
Midwest:	Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.	23
South:	Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas.	33
West:	Montana, Arizona, Colorado, Idaho, Wyoming, Utah, Nevada, New Mexico, California, Oregon, Washington, Hawaii, Alaska.	<u>21</u>
		100